

**TRAINING PROGRAM OF INSTRUCTION
(TPI)**

FOR

DINFOS-PAOQC

**PUBLIC AFFAIRS OFFICER QUALIFICATION
COURSE**

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TRAINING PROGRAM OF INSTRUCTION (TPI)

Preface

TRAINING PROGRAM FILE NUMBER (TPFN): DINFOS-PAOQC

TITLE: Public Affairs Officer Qualification Course

TRAINING LOCATION: Defense Information School, Fort George G. Meade, Maryland

SPECIALTY AWARDED: N/A

PURPOSE: This course provides entry-level public affairs training for officers from all U.S. Military Services, selected foreign nations, and U.S. Government Agency civilians selected for public affairs assignments at all levels of command to ensure those officers and civilians are capable of performing the basic duties of Department of Defense Military Public Affairs Officers.

COURSE DESCRIPTION: The course material is organized into the following six Functional Areas: Fundamentals of Public Affairs; Public Affairs Writing; Media Relations; Speechwriting & Public Speaking; Service Unique; and the Final Practical Exercise. The material within each Functional Area is presented to the students in a progressive format that exposes the student to essential foundational knowledge, then builds upon that knowledge through a series of assigned readings, guided discussions, and practical applications. The Functional Areas are similarly presented in a progressive sequence that requires the student to draw on knowledge and skills previously developed in other Functional Areas. The course culminates in a four (4) day Final Practical Exercise which requires the student to draw on knowledge and skills gained throughout the course in order to perform the basic duties of a military Public Affairs Officer.

PREREQUISITES:

SERVICE	Military	Civilian
USA	O1-O5	GS-7 or above OR GS-5 Intern in either Public Affairs Field (GS-1035 series) or Communications Media Field (GS-1082 series)
USN	O1-O4	GS-5 Intern & above
USAF	O1-O5	GS-7 & above
USMC	O1-O4	GS-7 & above
USCG	O1-O4 & CWO	

International Students: Students must have a solid understanding of English language usage, grammar and syntax. Students must score an 85 on the English Comprehension Level (ECL) Test; have completed Specialized English Training (SET); obtain a score of 2+/2+ on the Oral Proficiency Interview, and be able to type. These requirements cannot be waived.

TRAINING PROGRAM OF INSTRUCTION (TPI)

General	Required Basic word processing proficiency	Desired Bachelors degree Laptop or personal computer with word processing software installed
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SECURITY CLEARANCE: None required.

CLASS SIZE:

MAXIMUM: 48

MINIMUM: 16

ANNUAL COURSE CAPACITY: 240

COURSE LENGTH: 41.25 TRAINING DAYS

ACADEMIC HOURS: 346

ADMINISTRATIVE HOURS: 13

TOTAL COURSE HOURS: 359

INSTRUCTOR CONTACT HOURS: 1027

TYPE/METHOD OF INSTRUCTION:	HOURS:
ADMINISTRATIVE (AD):	13
LECTURE (L - 1:48):	14
LECTURE (L - 1:16):	126
PERFORMANCE EXERCISE (PE):	53
CASE STUDY (CS):	14
EXAMINATION WRITTEN (EW):	05
EXAMINATION PERFORMANCE (EP)	56
INDEPENDENT RESEARCH (IR):	57

TRAINING START DATE: Fort George G. Meade, Maryland, 15 October 2003.

ENVIRONMENTAL IMPACT: None. DoD policy was followed to assess the environmental impact.

TRAINING PROGRAM OF INSTRUCTION (TPI)

MANPOWER: The Interservice Training Review Organization (ITRO) formula was used to determine the number of instructors required.

EQUIPMENT AND FACILITIES: The Course Design Resource Estimate (CDRE) contains this information.

TRAINING DEVELOPMENT PROPONENT: Defense Information School, Office of Assistant Secretary of Defense for Public Affairs (OASD/PA), Directorate of Training, Course Development Department (DoT/CDD), (301) 677-7609; DSN 622-7609.

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001

FA TERMINAL TRAINING OBJECTIVE: The instruction and training throughout this Functional Area provides the student with a basic foundation of knowledge required to perform the duties of a Department of Defense Military Public Affairs Officer. Upon completion of this Functional Area, a student will understand and be able to identify the primary principles of military public affairs policy, procedures and governing directives (laws, publications, etc.); the student will be capable of developing strategic communications plans, determining appropriate guidelines for release of information and imagery, and assessing the potential news value of a given situation. The student will also be capable of developing and recommending public affairs courses of action in the areas Media Relations, Community Relations, and Internal Information during peacetime, operational training, and operational deployments.

TPFN: DINFOS-PAOQC 001-001-

UNIT TITLE: Introduction to Defense Public Affairs

UNIT INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a military-related scenario, assess the scenario from a public affairs perspective to develop and recommend public affairs courses of action in accordance with (IAW) Department of Defense and service public affairs policies and regulations.

TPFN HOURS AND TYPE: 2 L

TPFN TOTAL HOURS: 2

TASK(S):

- 001:** Define the term *public relations*
- 002:** Define the term *marketing*
- 003:** Define the term *publicity*
- 004:** Define the term *advertising*
- 005:** Define the *civilian* term *public affairs*
- 006:** Define the term *issues management*
- 007:** Define the term *lobbying*
- 008:** State the function of *public relations*
- 009:** Define the *military* term *public affairs*
- 010:** State the mission of Department of Defense Public Affairs IAW Joint Publication 3-61
- 011:** List the three (3) primary functions of military public affairs
- 012:** Define the term *community relations*
- 013:** Define the term *command information*
- 014:** State the five (5) Department of Defense Principles of Information
- 015:** List and discuss the six (6) restrictions on the function of military public affairs written into US codes

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

REFERENCES:

1. Joint Publication 3-61
2. Effective Public Relations. Cutlip, Center & Broom.
3. AFI 35-101 Public Affairs Policies & Procedures
4. AFDD 2-5.4 Public Affairs Operations
5. SECNAVINST 5720.44A Public Affairs Policy & Regulations
6. MCWP 3-33.3 Marine Corps Public Affairs
7. FM 3-61.1 Public Affairs Tactics, Techniques & Procedures
8. FM 46-1 Public Affairs Operations

INSTRUCTOR/STUDENT RATIO: 1:48

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-002-

UNIT TITLE: Joint Services Overview

TPFN HOURS AND TYPE: 4 L

TPFN TOTAL HOURS: 4

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a joint operational scenario, explain the mission capabilities and role within the operation of each US military service.

TASK(S):

001: State the fundamental purpose of the US Armed Forces

002: List the five (5) regional Unified Commands

003: Identify the geographical areas of responsibility for each regional Unified Command

004: List the four (4) functional Unified Commands

REFERENCE: Joint Publication 3-61

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-003-

UNIT TITLE: Public Affairs and Ethics

TPFN HOURS AND TYPE: 2 L

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a public affairs scenario, explain the ethical considerations associated with development and implementation of courses of action in accordance with Department of Defense and service public affairs policies and regulations.

TASKS:

001: List and explain the five (5) positives of socially responsible public relations

002: List and explain the three (3) major negatives attributed to public relations when it is not practiced in the public interest

REFERENCES:

1. Joint Publication 3-61: Chapter 1
2. Effective Public Relations: Ch5 pp 143-148; 165-175
3. On Deadline: Ch 7

INSTRUCTOR/STUDENT RATIO: 1:48

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-004-

UNIT TITLE: Roles & Responsibilities of the Public Affairs Officer

TPFN HOURS AND TYPE: 3 L

TPFN TOTAL HOURS: 3

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a public affairs scenario, perform the duties of a military public affairs officer in accordance with Department of Defense and services policies and regulations.

TASKS:

- 001:** Explain the ten personal traits necessary for success in public affairs
- 002:** List and explain the six senior-leadership practices for long-term public affairs success
- 003:** List the six characteristics senior leaders expect from their public affairs officer
- 004:** List the five characteristics a public affairs officer needs from its senior leaders
- 005:** Explain the seven practices that threaten public affairs success
- 006:** Explain the three goals of government public relations/affairs programs
- 007:** Explain and discuss the two (2) barriers to effective government public relations/affairs

REFERENCES:

1. Joint Publication 3-61: Chapter 1
2. Effective Public Relations: Ch5 pp 143-148; 165-175
3. On Deadline: Ch 7

INSTRUCTOR/STUDENT RATIO: 1:48

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-005-

UNIT TITLE: Introduction to Communication

TPFN HOURS AND TYPE: 5 L

TPFN TOTAL HOURS: 5

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a joint public affairs scenarios, develop and recommend methods of communicating to the intended audience that incorporate all elements of the basic communication model.

TASKS:

- 001: Identify and explain the elements of the communication model
- 002: Define the term *communication*.
- 003: Define the term *context (of the relationship)* as it pertains to communication
- 004: Explain *interpersonal* context as it applies to effective communications
- 005: Explain *small group* context as it applies to effective communication
- 006: Explain *organizational* context as it applies to effective communication
- 007: Explain *mass media* context as it applies to effective communication
- 008: Explain *intercultural* context as it applies to effective communication
- 009: Define the term *sender* as it pertains to the communication model
- 010: Define the term *message* as it pertains to the communication model
- 011: Explain the *verbal* expression as it applies to communication
- 012: Explain *nonverbal* expression as it applies to communication
- 013: Define the term *channel/medium* as it pertains to the communication model
- 014: Define the term *receiver* as it pertains to the communication model
- 015: Define the term *feedback* as it pertains to the communication model
- 016: Define the term *noise* as it pertains to the communication model
- 017: Explain the term *barriers* as it pertains to noise
- 018: Explain how communication theories impact effective communication

REFERENCES:

1. Effective Public Relations
2. Unit Supplemental Reference Material

INSTRUCTOR/STUDENT RATIO: 1:48

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-006-

UNIT TITLE: Public Affairs History

TPFN HOURS AND TYPE: 2 L

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a public affairs scenario involving issues with the military/media relationship, develop and recommend public affairs courses of action based on the DoD Principles of Information.

TASKS:

- 001:** Explain the recommendations of the Hoffman Report
- 002:** Explain the recommendations of the Sidle Commission
- 003:** Explain the DoD guidelines for coverage of DoD combat operations

REFERENCES:

- 1. Joint Publication 3-61, Ch II**
- 2. <http://merln.ndu.edu/diglib.html> Sidle Panel links**

INSTRUCTOR/STUDENT RATIO: 1:48

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-007-

UNIT TITLE: The Nature of News

TPFN HOURS AND TYPE: 2 L; 2 PE; 2 IR

TPFN TOTAL HOURS: 6

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a military-related scenario, assess the potential news value of the event, incident, or subject described.

TASKS:

- 001: Define *consequence* as it pertains to the assessment of potential news value
- 002: Define *Interest* as it pertains to the assessment of potential news value
- 003: Define *Timeliness* as it pertains to the assessment of potential news value
- 004: Define *Proximity* as it pertains to the assessment of potential news value
- 005: Define *Prominence* as it pertains to the assessment of potential news value
- 006: Define *Surprise* as it pertains to the assessment of potential news value
- 007: Define *Affect* as it pertains to the assessment of potential news value
- 008: Define *Effect* as it pertains to the assessment of potential news value
- 009: Define *Secrecy* as it pertains to the assessment of potential news value
- 010: Define *Conflict* as it pertains to the assessment of potential news value
- 011: Define *Reporter's Interest* as it pertains to the assessment of potential news value
- 012: Define *Mistakes* as it pertains to the assessment of potential news value
- 013: Define *Change* as it pertains to the assessment of potential news value
- 014: Define *Editor's Perspective* as it pertains to the assessment of potential news value

REFERENCE: On Deadline, Ch3; and pp290-297

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-008-

UNIT TITLE: Public Affairs & US National Strategy

TPFN HOURS AND TYPE: 2 L

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a public affairs scenario National Strategic Objectives, develop and recommend public affairs courses of action in accordance with Department of Defense and service public affairs policies and regulations.

TASKS:

- 001:** List and explain the three (3) US National Security Goals
- 002:** List the seven (7) major threats to US national security
- 003:** List the three (3) National Military Objectives
- 004:** List and explain the four (4) enduring US National Military Strategy Concepts
- 005:** List and explain the four (4) Instruments of National Power
- 006:** Explain the role of Department of Defense Public Affairs with regard to the US National Strategy
- 007:** List the ten (10) considerations for the use of military force
- 008:** List the eight (8) ways the military can influence the international security environment

REFERENCES:

1. Joint Publication 1, Ch I and Ch II
2. National Military Strategy, 1999

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-009-

UNIT TITLE: Military Website Policy & Design

TPFN HOURS AND TYPE: 2 L; 2 PE; 2 EP; 8 IR

TPFN TOTAL HOURS: 14

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given copy, photographs, a website-design program, and a computer, design and maintain a military website in accordance with the Associated Press Stylebook and public affairs-related Department of Defense and service policies and regulations that is evaluated by an instructor to a minimum standard of 70% according to the DINFOS PAOQC Website Grading Guide.

TASKS:

- 001:** Explain DoD policies for military web sites
- 002:** Explain DoD goals for military web sites
- 003:** Develop web pages in accordance with the web design tutorial handbook
- 004:** Post a web page to a shared drive folder
- 005:** Maintain a web page by posting new and updated documents

REFERENCE: Website Design Tutorial

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-010-

UNIT TITLE: Guidelines for Release of Information

TPFN HOURS AND TYPE: 2 L; 2 IR; 2 PE

TPFN TOTAL HOURS: 6

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a selection of military information and imagery, and a public affairs scenario, correctly determine whether the information and/or imagery can be released to the public according to Department of Defense and service policy and regulations.

TASKS:

- 001:** Determine whether release of given information/imagery is required according to the Freedom of Information Act
- 002:** List the nine (9) Freedom of Information Act release exemptions
- 003:** Determine whether release of given information/imagery would be prohibited according to the Privacy Act
- 004:** Determine whether release of given information/imagery would violate security
- 005:** Determine whether given information/image is accurate
- 006:** Determine whether release of given information/imagery would violate Department of Defense or service policy
- 007:** Determine whether release of given information/imagery would violate propriety
- 008:** Determine whether a Public Affairs Officer would have the authority to release given information/imagery
- 009:** Determine whether a Public Affairs Officer would have the competency to release information regarding a given topic
- 010:** Determine whether a Public Affairs Officer would have the ability to release given information/imagery

REFERENCES:

1. DOD Directive 5230.9, Clearance of DOD Information for Public Release, 9 Apr 96
2. Joint Publication 3-61
 - o Review Ch II.2: DOD Principles of Information
 - o Read Appendix A

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-011

UNIT TITLE: Psychological Operations & Civil Affairs Overview

TPFN HOURS AND TYPE: 2 L

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): As the public affairs representative to an Information Operations Working Group (IOWG), understand the capabilities, roles and responsibilities of the CA and PO members.

TASKS:

- 001:** Define the mission of Civil Affairs
- 002:** List and explain the CA Activities
- 003:** List and explain the CA mission areas
- 004:** Explain why we conduct Civil-Military Operations (CMO)
- 005:** Explain whom CA can influence
- 006:** Explain the mission, capabilities, products and considerations of the Civil Military Officer (S/G/J-5)
- 007:** Explain how CA supports the overall Information Operations (IO) plan
- 008:** Define the mission of PSYOPS
- 009:** Explain how PSYOPS supports offensive and defensive IO

REFERENCES:

1. Joint Publication 3-61 Joint Doctrine for Public Affairs
2. Joint Publication 3-13 Joint Doctrine for Information Operations
3. FM 41-10 - Chapters 1 and 2
4. FM 3-05.30 - Chapters 1, 3, 4, and 6

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-012-

UNIT TITLE: Public Affairs & Information Operations

TPFN HOURS AND TYPE: 2 L; 2 PE; 2 IR; 2 EW

TPFN TOTAL HOURS: 8

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given an information operations scenario, develop and recommend public affairs support for Information Operations related to the scenario in accordance with Department of Defense and service public affairs policies and regulations.

TASKS:

- 001: Define the term *computer network attack*
- 002: Define the term *information assurance*
- 003: Define the term *information-based processes*
- 004: Define the term *information environment*
- 005: Define the term *information operations*
- 006: State the two major subdivisions within information operations
- 007: Define the term *information superiority*
- 008: Define the term *information system*
- 009: Define the term *information warfare*
- 010: Define the term *special information operations*
- 011: State the five (5) Public Affairs activities that support Offensive Information Operations
- 012: State the purpose of the Public Affairs Representative in an Information Operations Cell
- 013: Administer FPA Exam #1

REFERENCES:

1. Joint Publication 3-61 Joint Doctrine for Public Affairs
2. Joint Publication 3-13 Joint Doctrine for Information Operations

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-013-

UNIT TITLE: Public Affairs & Combat Camera

TPFN HOURS AND TYPE: 2 L

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a joint public affairs scenario, analyze Combat Camera (COMCAM) support for the public affairs mission in the Joint Environment in accordance with Department of Defense and service public affairs policies and regulations.

TASKS:

- 001: State the mission of Joint Combat Camera
- 002: Define the roles and responsibilities of Combat Camera in the joint environment
- 003: Define Joint Combat Camera Operations

REFERENCE: MTTP for Joint Combat Camera Operations

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-014-

UNIT TITLE: Command Message Development

TPFN HOURS AND TYPE: 2 L

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a public affairs scenario, develop effective command messages that are newsworthy, understandable, and immediately actionable for use in communicating information about the scenario to identified target audiences

TASKS:

- 001:** Explain the *purpose* for using command messages
- 002:** Explain the *uses* of command messages
- 003:** Explain the three (3) *components* of an effective message
- 004:** Explain three (3) *considerations* for developing command messages
- 005:** Explain how to develop effective responses
- 006:** Write effective command messages

REFERENCES:

1. Unit Supplemental Reference Material
2. Effective Public Relations pp 403-413

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-015-

UNIT TITLE: Public Affairs Overseas

TPFN HOURS AND TYPE: 2 L

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a public affairs scenario involving military issues overseas, develop and recommend public affairs courses of action in accordance with Department of Defense and service public affairs policies and regulations.

TASK:

001: List and explain the four (4) tenets that guide the US Armed Forces in multinational cooperative activities

REFERENCES: Joint Publication 1: Ch VII

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-016-

UNIT TITLE: Strategic Communication Planning

TPFN HOURS AND TYPE: 3 L

TPFN TOTAL HOURS: 3

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a public affairs scenario, develop and recommend a strategic communications plan to the satisfaction of the instructor.

TASKS:

- 001: Explain the public affairs officer's role as it pertains to achieving organizational goals.
- 002: Explain the Four-Step Public Relations Process as it pertains to strategic planning
- 003: Write a strategic communication goal for a given public affairs scenario
- 004: Identify and prioritize publics with potential interest in a given scenario
- 005: Explain orientation as it pertains to public opinion
- 006: Explain public affairs goals as they pertain to public opinion
- 007: List and explain the three (3) types of publics
- 008: Explain what motivates latent publics to become active publics
- 009: Write a strategic communication objective for an identified target public for a given public affairs scenario
- 010: Recommend and justify a minimum of two communication strategies in support of an objective for an identified target public
- 011: Write command messages for identified publics in support of a communication strategy
- 012: Recommend and justify a minimum of two communication tactics in support of a given communication strategy
- 013: Explain the three levels of evaluation as they pertain to strategic planning

REFERENCES:

1. Effective Public Relations, pp. 340-350; 373-388; 434-425; 436-439.
2. Recommended reading: Ch 8, 10-13
3. Unit Supplemental Reference Material

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-017-

UNIT TITLE: Introduction to Internal Information

TPFN HOURS AND TYPE: 1 L; 2 IR; 2 PE

TPFN TOTAL HOURS: 5

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a military-related internal information scenario, develop and recommend public affairs courses of action in accordance with Department of Defense and service public affairs policies and regulations.

TASKS:

- 001:** Define the term *command information*
- 002:** Explain the *goal* of command information program
- 003:** Explain the *objectives* of command information program
- 004:** Explain *primary vs. secondary* publics
- 005:** Discuss how the seven conditions of an ideal work environment pertain to our internal publics
- 006:** List and explain the internal information communication formats available to a public affairs officer
- 007:** Develop a command information plan

REFERENCE: Effective Public Relations: Ch 8, pp 287-304

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: **Normal**

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-018-

UNIT TITLE: Public Affairs & Environmental Protection

TPFN HOURS AND TYPE: 4 L

TPFN TOTAL HOURS: 4

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a public affairs scenario involving environmental issues, develop and recommend public affairs courses of action in accordance with Department of Defense and service public affairs policies and regulations

TASKS:

- 001:** Identify the purpose of the National Environmental Protection Act (NEPA)
- 002:** Label the elements of a NEPA Environmental Impact Statement process diagram
- 003:** Label the elements of an Installation Restoration Program process diagram
- 004:** Identify the purpose of the Resource Conservation & Recovery Act (RCRA)
- 005:** Identify the purpose of the Comprehensive Environmental Response, Compensation and Liability Act (CERCLA)
- 006:** Identify the purpose of the Superfund Amendments & Reauthorization Act (SARA)
- 007:** Identify the purpose of the Defense Environmental Restoration Program (DERP)
- 008:** Identify the purpose of the Defense Environmental Restoration Account (DERA)
- 009:** Identify the purpose of the Installation Restoration Program (IRP)
- 010:** Identify the purpose of the Federal Facilities Compliance Act (FFCA)

REFERENCES:

1. Unit Supplemental Reference Material
2. National Environmental Policy Act (NEPA)
3. Resource Conservation and Recovery Act (RCRA – 1976)
4. Comprehensive Environmental Response, Compensation and Liability Act (CERCLA)
5. Superfund Amendments & Reauthorization Act (SARA)
6. Defense Environmental Restoration Program (DERP)
7. Defense Environmental Restoration Account (DERA)
8. Installation Restoration Program (IRP)
9. Federal Facilities Compliance Act (FFCA)

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-019-

UNIT TITLE: Public Affairs & AFRTS Operations

TPFN HOURS AND TYPE: 2 L

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a joint public affairs scenario, analyze AFRTS support for the public affairs mission in the Joint Environment in accordance with Department of Defense and service public affairs policies and regulations.

001: State the mission of AFRTS

002: State the primary and secondary purposes of AFRTS

003: Explain the relationship between AFRTS and the PAO

REFERENCES:

1. DoD 5122.10 (AFIS)
2. DoD 5120.20-R (Management & Operation of AFRTS)
3. DoD 5120.20-R Appendix F (AFRTS Programming Materials)

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-020-

UNIT TITLE: Public Affairs & Military Law

TPFN HOURS AND TYPE: 2 L

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a public affairs scenario involving military law, develop and recommend public affairs courses of action in accordance with Department of Defense and service public affairs policies and regulations.

TASKS:

- 001: Explain the purpose of an Article 32 investigation
- 002: Explain the distinction between Special, General, and Summary Courts Martial
- 003: Explain the distinction between courts martial and non-judicial punishment
- 004: Define the term *convening authority*
- 005: Explain the purpose of a Status of Forces Agreement (SOFA)
- 006: List and explain in the student's own words the eight (8) command options for handling of disciplinary infractions
- 007: Identify and explain each step of the military courts martial process

REFERENCE: Military Justice 101 - www.usmilitary.about.com/library/weekly/aa091100a.htm

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-021-

UNIT TITLE: Public Affairs Deployment Operations

TPFN HOURS AND TYPE: 2 L

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given an operational scenario, carry out the duties of a public affairs officer in a Joint Information Bureau (JIB) setting.

TASKS:

001: Label and explain each element on a diagram of a Joint Task Force Public Affairs Organization

002: Label and explain each element on a diagram of a Joint Information Bureau

REFERENCE: Joint Publication 3-61: Ch III, Sec 4

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-022-

UNIT TITLE: Public Affairs & Military Operations Other Than War

TPFN HOURS AND TYPE: 2 L

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a public affairs scenario involving Military Operations Other Than War, develop and recommend public affairs courses of action in accordance with Department of Defense and service public affairs policies and regulations.

TASKS:

- 001: Define the term *military operations other than war*
- 002: List the range of Military Operations Other Than War
- 003: Explain the meaning of the term *primacy of political objectives* in the context of Military Operations Other Than War
- 004: List the three (3) MOOTW contributions to the attainment of national security objectives
- 005: List the six principles of Military Operations Other Than War
- 006: List the sixteen (16) types of Military Operations Other Than War
- 007: Define the term *antiterrorism* according to Joint Pub 3-07
- 008: Define the term *counter terrorism* according to Joint Pub 3-07
- 009: List the three (3) basic types of Humanitarian Assistance operations
- 010: List the six (6) Multinational Operations considerations
- 011: Explain the role of Public Affairs in Military Operations Other Than War according to Joint Pub 3-07

REFERENCE: Joint Publication 3-07

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-023-

UNIT TITLE: Public Affairs & Media Law

TPFN HOURS AND TYPE: 2 L

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a public affairs scenario involving media law, develop and recommend public affairs courses of action in accordance with Department of Defense and service public affairs policies and regulations.

TASKS:

- 001: State the definition of defamation
- 002: State the definition of libel
- 003: State the definition of slander
- 004: State the definition of copyright
- 005: Explain the purpose of a copyright
- 006: Explain the four (4) categories of “invasion of privacy”
- 007: Explain the three (3) defenses against allegations of libel
- 008: List the five (5) conditions that must be met before a statement is held legally libelous
- 009: Define the term “public figure”
- 010: Define the term “public official”

REFERENCES:

1. AP Stylebook Briefing on Media Law: pp339-364;370-381
2. Effective Public Relations: Ch6, pp179-188; 192-203

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-024-

UNIT TITLE: Introduction to Community Relations

TPFN HOURS AND TYPE: 2 L; 2 IR; 2 PE

TPFN TOTAL HOURS: 6

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a community relations scenario, develop and recommend public affairs courses of action in accordance with Department of Defense and service public affairs policies and regulations.

TASKS:

- 001: Define the term *community relations*
- 002: Determine if a given community event can be supported
- 003: Develop a plan to support a given community event

REFERENCE: DOD Directive 5410.18 “Public Affairs Community Relations Policy”

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-025-

UNIT TITLE: Annex F Preparation

TPFN HOURS AND TYPE: 1 L

TPFN TOTAL HOURS: 1

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given an operational scenario and Operations Plan, write an Annex F (Public Affairs) that supports the plan that includes appropriate paragraphs and appendices in accordance with Department of Defense and service policies and regulations.

- 001:** Conduct a mission analysis of given Operations Plan as it pertains to Public Affairs
- 002:** Write paragraph one (Situation) of an Annex F to support a given Operations Plan
- 003:** Write paragraph two (Mission) of an Annex F to support a given Operations Plan
- 004:** Write paragraph three (Execution) of an Annex F to support a given Operations Plan
- 005:** Write paragraph four (Service Support) of an Annex F to support a given Operations Plan
- 006:** Write paragraph five (Command and Signal) of an Annex F to support a given Operations Plan
- 007:** Write appropriate Appendices to support Annex F of a given Operations Plan

REFERENCE: Joint Pub 3-61; Ch III, Sec 5

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-026 -

UNIT TITLE: Public Affairs & Logistics

TPFN HOURS AND TYPE: 1 L; 2 EW

TPFN TOTAL HOURS: 3

INTERMEDIATE TRAINING OBJECTIVE (ITO): Explain the integration of public affairs into all phases of operational planning to include Joint Operational Planning and Execution.

TASKS:

- 001:** Describe Joint deliberate and crisis planning process
- 002:** Discuss integrating PA planning & requirements with the Time-Phased Force Deployment Data (TPFDD)
- 003:** Discuss logistical planning requirements necessary to deploy and sustain PA operations
- 004:** *Administer FPA Exam No. 2*

REFERENCES:

1. DOD Directive 5400.13
2. DODD 5400.14

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-027 –

UNIT TITLE: (RESERVED)

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-028-

UNIT TITLE: Introduction to Media Relations

TPFN HOURS AND TYPE: 4 L

TPFN TOTAL HOURS: 4

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a military-related public affairs scenario, develop a media plan in accordance with Department of Defense and service policies and regulations.

TASKS:

- 001:** List and explain the ten (10) guidelines for working with the press
- 002:** List and explain the six (6) categories of journalists
- 003:** List and explain the elements of the traditional media cycle
- 004:** List and explain the elements of the 24-hour media cycle
- 005:** Select the best medium of communication for dissemination of given information
- 006:** State the purpose of a news release
- 007:** State the purpose of an Op-Ed piece
- 008:** State the purpose of a Letter to the Editor
- 009:** State the purpose of a News Conference
- 010:** State the purpose of a media Backgrounder
- 011:** State the purpose of a media Briefing
- 012:** State the purpose of a media Seminar
- 013:** Recommend an appropriate course of action to correct a given media publication or broadcast error
- 014:** State the rules governing exclusive interviews
- 015:** Explain the term *Rule of First Inquiry*
- 016:** Explain the key considerations for development of media interview ground rules
- 017:** List and explain military public affairs media-support responsibilities
- 018:** Explain methods used to evaluate a media relations program

REFERENCES:

1. On Deadline, Ch1, 2, 4 & 5 (Selections as appropriate)
2. Unit Supplemental Reference Material

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-029 -

UNIT TITLE: Crisis Communications

TPFN HOURS AND TYPE: 1 L

TPFN TOTAL HOURS: 1

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a joint public affairs crisis communication scenario, develop and recommend methods of communicating to affected publics using the Strategic Planning model.

TASKS:

- 001:** Define an issue, emergency, crisis and the differences among these concepts
- 002:** Describe the steps involved in managing emergencies and crisis
- 003:** Explain the PA objectives of emergency and crisis communications
- 004:** Explain the PA responsibilities concerning accidents and incidents
- 005:** Define the term *immediate crisis*
- 006:** Define the term *emerging crisis*
- 007:** Define the term *sustained crisis*
- 008:** Develop a communication plan for a crisis communication scenario using the Strategic Planning model

REFERENCE: None

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-030-

UNIT TITLE: Visual Communication & Electronic Imagery

TPFN HOURS AND TYPE: 4 L; 1 EW

TPFN TOTAL HOURS: 5

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a military photo or electronic image, prepare the photo or electronic image for reproduction and/or publication in accordance with Department of Defense and service policies and regulations.

001: Determine whether use and/or reproduction of a given photograph or image for public affairs purposes would be authorized.

002: Determine whether a given DOD photograph or image may be altered

003: Determine whether a given DOD photograph or image should be included in a military publication

004: Write a photo-caption for a given photograph or image

005: Identify and edit photo-caption specific stylebook errors

REFERENCES:

1. DOD Directive 5040.5 Alteration of Official Imagery
2. AP Stylebook 2002 pp 383
3. DOD Imagery and Caption Style Guide Ch2

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-031-

UNIT TITLE: Media Panel

TPFN HOURS AND TYPE: 2 CS

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): Following a presentation by a panel of guest lecturers representing various media outlets, participate in a guided discussion on the topics presented.

001: Identify and discuss current issues relevant to media management and reporters

REFERENCES: N/A

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

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TPFN: DINFOS-PAOQC 001-032-

UNIT TITLE: Crisis Communication Guest Lecture

TPFN HOURS AND TYPE: 2 CS

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): Following a Crisis Communication presentation by a guest lecturer, participate in a guided discussion on the topic.

TASKS:

001: Identify and discuss emergency and crisis communications management techniques

REFERENCES: None

INSTRUCTOR/STUDENT RATIO: 1:48

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
FUNDAMENTALS OF PUBLIC AFFAIRS

TPFN: DINFOS-PAOQC 001-033-

UNIT TITLE: Current Issues Discussion Panel

TPFN HOURS AND TYPE: 2 CS

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): Following a Current Public Affairs Issues presentation by a panel of guest lecturers, participate in a guided discussion on the topics presented.

001: Identify and discuss various issues of current public affairs interest raised by a panel of experts during a presentation.

REFERENCES: N/A

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 2
PUBLIC AFFAIRS WRITING

TPFN: DINFOS-PAOQC 002-

FA TERMINAL TRAINING OBJECTIVE (TTO): The instruction and training throughout this Functional Area provides the student with a basic foundation and knowledge of military public affairs writing, broadcast writing, military newspaper management & production, and print-copy editing. Upon completion of this Functional Area, the student will be capable of writing military news stories for both internal and external audiences, news features and editorials, and news-spots for radio broadcast. The student will also be able to design and lay out a military newspaper and to edit the content of the paper in Associated Press style.

TPFN: DINFOS-PAOQC 002-001-

UNIT TITLE: Introduction to Public Affairs Writing

TPFN HOURS AND TYPE: 7 L

TPFN TOTAL HOURS: 7

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given list of information about a military-related news topic/subject, write an internal news story in Associated Press style.

REFERENCES:

1. Public Affairs Writing Reference Book pp 1 – 22
2. Unit Supplemental Reference Material

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 2
PUBLIC AFFAIRS WRITING

TPFN: DINFOS-PAOQC 002-002-

UNIT TITLE: News Writing One (Leads)

TPFN HOURS AND TYPE: 4 L; 4 PE

TPFN TOTAL HOURS: 8

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given list of information about a military-related news topic/subject, write an internal news story in Associated Press style.

TASKS:

001: Write an internal news story summary news lead about a given topic/subject in Associated Press style

REFERENCES:

1. Associated Press Stylebook 2002
2. Student Handbook

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 2
PUBLIC AFFAIRS WRITING

TPFN: DINFOS-PAOQC 002-003-

UNIT TITLE: News Writing Two (Bridges & Body)

TPFN HOURS AND TYPE: 4 L; 4 PE

TPFN TOTAL HOURS: 8

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given list of information about a military-related news topic/subject, write an internal news story in Associated Press style

001: Write an internal news story news bridge about a given topic/subject in Associated Press style

002: Write the body of an internal news story in inverted-pyramid format and Associated Press style

REFERENCES:

1. Associated Press Stylebook 2002
2. Student Handbook

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 2
PUBLIC AFFAIRS WRITING

TPFN: DINFOS-PAOQC 002-004-

UNIT TITLE: Military Newspaper Policy & Design

TPFN HOURS AND TYPE: 4 L; 10 PE;12 IR

TPFN TOTAL HOURS: 26

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given electronic copy, electronic photographs, and a computer loaded with a newspaper layout program, produce a one-page military newspaper in accordance with the Associated Press Stylebook and Department of Defense and service policies and regulations.

- 001: Create a news page
- 002: Write a headline
- 003: Create a read-in headline
- 004: Create a drop cap
- 005: Create a pulled quote
- 006: Create a photo box
- 007: Create a text box
- 008: Create columns
- 009: Insert text

REFERENCES:

1. Associated Press Stylebook 2002
2. Public Affairs Writing Reference Book pp 49-50
3. Desktop Publication Tutorial
4. Student Handbook

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 2
PUBLIC AFFAIRS WRITING

TPFN: DINFOS-PAOQC 002-005-

UNIT TITLE: News Writing Three (External News)

TPFN HOURS AND TYPE: 3 L

TPFN TOTAL HOURS: 3

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given list of information about a military-related news topic/subject, write an internal news story in Associated Press style
TASK:

- 001:** Write an external news story summary news lead about a given topic/subject in Associated Press style
- 002:** Write an external news story news bridge about a given topic/subject in Associated Press style
- 003:** Write the body of an external news story in inverted-pyramid format and Associated Press style

REFERENCES:

1. Associated Press Stylebook 2002
2. Student Handbook
3. On Deadline, Ch 4, pp 47-50
4. Public Affairs Writing Reference Book p 39
5. Unit Supplemental Reference Material

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 2
PUBLIC AFFAIRS WRITING

TPFN: DINFOS-PAOQC 002-006

UNIT TITLE: News Feature Writing

TPFN HOURS AND TYPE: 5 L; 1 PE; 5 IR

TPFN TOTAL HOURS: 11

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a military-related feature topic, write a feature story in Associated Press style.

TASKS:

- 001: Write a feature lead about a given topic in Associated Press style
- 002: Write a feature bridge about a given topic in Associated Press style
- 003: Write the body of a feature story in Associated Press style.
- 004: Write the conclusion of a feature story in Associated Press style

REFERENCES:

1. Associated Press Stylebook 2002
2. Student Handbook
3. Public Affairs Writing Reference Book pp 41-48
4. Unit Supplemental Reference Material

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 2
PUBLIC AFFAIRS WRITING

TPFN: DINFOS-PAOQC 002-007

UNIT TITLE: Broadcast Writing

TPFN HOURS AND TYPE: 2 L

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a military related topic for broadcast, write a 30-second broadcast spot in accordance with Department of Defense and service policies and regulations.

TASKS:

001: Explain tense, voice and verse

002: Explain the difference between pyramid and reverse pyramid

003: Indicate proper length for radio spot copy

004: Explain the purpose of the slugline in a broadcast new release

REFERENCES:

1. Public Affairs Writing Reference Book pp 41-48
2. Unit Supplemental Reference Material

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 2
PUBLIC AFFAIRS WRITING

TPFN: DINFOS-PAOQC 002-008-

UNIT TITLE: Military Newspaper Management

TPFN HOURS AND TYPE: 2 L

TPFN TOTAL HOURS: 2

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a military newspaper publication-contract, assess the contract to ensure it meets the publication requirements in accordance with Department of Defense and service policies and regulations.

REFERENCE: DOD Instruction 5120.4 “DOD Newspapers, Magazines, and Civilian Enterprise Newspapers”

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 2
PUBLIC AFFAIRS WRITING

TPFN: DINFOS-PAOQC 002-009-

UNIT TITLE: Editorial News Writing

TPFN HOURS AND TYPE: 3 L; 5 IR

TPFN TOTAL HOURS: 8

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a military-related editorial topic, write a command editorial in Associated Press style.

TASKS:

001: Write an editorial lead in Associated Press style

002: Write the body of an editorial in Associated Press style that lists and counters three arguments

003: Write an editorial call to action in Associated Press style

REFERENCE: Student Handout

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 3
MEDIA RELATIONS

TPFN: DINFOS-PAOQC-003

FA TERMINAL TRAINING OBJECTIVE (TTO): The instruction and training throughout this Functional Area provides the student with the basic knowledge and skills necessary to incorporate modern media into on-going military public affairs operations. Upon completion of this Functional Area, a student will be able to select appropriate media types for communication of timely, accurate information to specific publics; how to respond verbally and in writing to queries from media organizations; how to prepare for and conduct media interviews; and how to select and prepare military spokespersons for media interviews.

TPFN: DINFOS-PAOQC 003-001-

UNIT TITLE: Initial Accident Release

TPFN HOURS AND TYPE: 3 L; 1 PE

TPFN TOTAL HOURS: 4

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a military-related scenario, write an initial media release for the scenario in AP style and in accordance with Department of Defense and service regulations.

TASKS:

- 001:** Explain the reasoning behind using a “news release” vs. response to query only strategy
- 002:** Explain the objectives of using a news release
- 003:** Describe the situations when a news release might be used
- 004:** Identify the six (6) basic components of a news release
- 005:** Write the body of a news release in Associated Press style and in accordance with Department of Defense and service policies and regulations

REFERENCE: On Deadline, Ch 4, pp 47-53

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 3
MEDIA RELATIONS

TPFN: DINFOS-PAOQC 003-002-

UNIT TITLE: Media Facilitation in Operations

TPFN HOURS AND TYPE: 1 L

TPFN TOTAL HOURS: 1

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a public affairs scenario, determine whether a media pool would be required to manage media interest in the scenario.

TASKS:

001: State the purpose of a media pool

002: Describe the basic concept of using the DoD National Media Pool

003: Describe the membership of the DoD National Media Pool in terms of organization and types of capabilities

004: Explain the PAOs roles and responsibilities for facilitating media pool access

REFERENCE: Joint Publication 3-61, Ch III, 14-15

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 3
MEDIA RELATIONS

TPFN: DINFOS-PAOQC 003-003-

TITLE: Response to Media Query

TPFN HOURS AND TYPE: 1 L

TPFN TOTAL HOURS: 1

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a public affairs scenario, respond in writing to a media query about the scenario in accordance with Department of Defense and service policies.

TASKS:

- 001:** Describe the essential elements of information that should be gleaned from an initial media request or query
- 002:** Describe the potential methods for responding or supporting media requests or queries
- 003:** Explain the steps involved in developing written response to query (RTQ), from taking the initial request to the final response
- 004:** Prepare a Response to Query form that includes all essential elements of information about a given request
- 005:** Develop command messages for incorporation into a response to media query.
- 006:** Develop written responses to media query about a given scenario that includes command messages and information releasable in accordance with Department of Defense and service policies and regulations

REFERENCE: On Deadline, Ch 5: pp 84-85; Ch 7: pp 133-146

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 3
MEDIA RELATIONS

TPFN: DINFOS-PAOQC 003-004

UNIT TITLE: How to Conduct Media Training

TPFN HOURS AND TYPE: 2 L; 4 PE

TPFN TOTAL HOURS: 6

INTERMEDIATE TRAINING OBJECTIVE (ITO): Prepare media training tools for military personnel.

TASKS:

- 001:** Describe the possible media relations training methods that can be used for Junior troops
- 002:** Describe the possible media relations training methods that can be used for Mid-level officers, enlisted and civilians (SMEs)
- 003:** Describe the possible media relations training methods that can be used for Senior leadership
- 004:** Explain the potential opportunities for conducting media relations training
- 005:** Explain the use of a “Troop Card” and what types of information should be provided on the card
- 006:** Prepare a media training presentation.
- 007:** Prepare a “Troop Card” or media interview reference guide.

REFERENCE: On Deadline, Ch 6

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 3
MEDIA RELATIONS

TPFN: DINFOS-PAOQC 003-005

UNIT TITLE: Public Affairs Guidance Development

TPFN HOURS AND TYPE: 2 L; 2 PE; 2 IR

TPFN TOTAL HOURS: 6

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a public affairs scenario, write Public Affairs Guidance that includes all appropriate paragraphs IAW DOD Supplemental PAG Guidance.

TASKS:

- 001:** Define the term *public affairs guidance*
- 002:** Define the term *active public affairs policy*
- 003:** Define the term *passive public affairs policy*
- 004:** Define the term *joint information bureau*
- 005:** Define the term *media pool*
- 006:** Define the term *military journalist*
- 007:** Define the term *news media representative*
- 008:** Define the term *public affairs assessment*
- 009:** Define the term *public affairs ground rules*
- 010:** Define the term *security review*
- 011:** Explain research and staff-coordination procedures necessary to generate Public Affairs Guidance
- 012:** Write proposed Public Affairs Guidance for a given exercise or operation

REFERENCES:

1. EPR Ch 11, pp 389-392
2. Joint Pub 3-61 pp GL-2 & 3
3. Unit Supplemental Reference Material

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 3
MEDIA RELATIONS

TPFN: DINFOS-PAOQC 003-006

UNIT TITLE: Media Interviews

TPFN HOURS AND TYPE: 5 L; 4 PE; 4 EP

TPFN TOTAL HOURS: 13

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a military-related scenario, prepare for and conduct a media interview in accordance with Department of Defense and service policies and regulations.

- 001:** Prepare relevant Public Affairs Guidance (PAG) for a print interview
- 002:** Conduct the pre-interview steps for a print interview
- 003:** Conduct a print interview
- 004:** Conduct the post-interview steps with the reporter
- 005:** Conduct an after action assessment of a print interview
- 006:** Prepare relevant PAG for an on-camera stand-up interview
- 007:** Conduct the pre-interview steps for an on-camera stand-up interview
- 008:** Conduct an on-camera stand-up interview
- 009:** Conduct the post interview steps for an on-camera stand-up interview
- 010:** Conduct an after action assessment of an on-camera stand-up interview
- 011:** Prepare relevant PAG in preparation for a group television-studio interview
- 012:** Conduct the pre-interview steps for a group television-studio interview
- 013:** Conduct a group television-studio interview
- 014:** Conduct the post-interview steps for a group television-studio interview
- 015:** Conduct an after action assessment of a group television-studio interview

REFERENCE: On Deadline

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 3
MEDIA RELATIONS

TPFN: DINFOS-PAOQC 003-007

UNIT TITLE: Accident Release Follow-Up

TPFN HOURS AND TYPE: 3 L; 1 PE; 1 IR

TPFN TOTAL HOURS: 5

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a military-related scenario, write an initial media release for the scenario in AP style and in accordance with Department of Defense and service regulations.

TASKS:

- 001:** Explain under what circumstances we would release an accident follow-up story
- 002:** Explain the proper lead emphasis of an accident follow-up story
- 003:** Discuss how to properly identify the dead and injured
- 004:** Discuss what personal information is releasable under the Privacy Act for those dead and injured
- 005:** Discuss how to properly deal with criminal charges
- 006:** Discuss where to place the latest releasable information after an accident has taken place
- 007:** Discuss when to use attribution

REFERENCES:

1. Review On Deadline Ch 4, pp 47-53
2. Student Handbook, PA Writing Grading Criteria checklist, p. 53
3. The Privacy Act,

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 3
MEDIA RELATIONS

TPFN: DINFOS-PAOQC 003-008-

UNIT TITLE: Preparing Military Spokespersons for Interviews

TPFN HOURS AND TYPE: 2 L; 11 IR; 5 EP

TPFN TOTAL HOURS: 18

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a military-related scenario, facilitate a media interview of a military spokesperson in accordance with Department of Defense and service policies and regulations.

- 001:** Select an appropriate spokesperson to discuss a given military-related scenario
- 002:** Identify six (6) preferred characteristics of a selected spokesperson
- 003:** Apply the nine (9) initial steps for preparing a selected spokesperson for an interview
- 004:** Write relevant Public Affairs Guidance to prepare a military spokesperson for an on-camera, stand-up interview
- 005:** Prepare a military spokesman for an on-camera, stand-up interview
- 006:** Facilitate a media interview of a military spokesperson
- 007:** Debrief a media reporter following an interview with a military spokesperson
- 008:** Debrief a military spokesperson following a media interview

REFERENCES:

1. On Deadline
2. Unit Supplemental Reference Material

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 3
MEDIA RELATIONS

TPFN: DINFOS-PAOQC 003-009-

UNIT TITLE: News Conference Preparation & Facilitation

TPFN HOURS AND TYPE: 2 L; 4EP

TPFN TOTAL HOURS: 6

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a military-related scenario, coordinate a military news conference in accordance with Department of Defense and service policies and regulations.

TASKS:

- 001:** Prepare a media advisory prior to conducting a press conference
- 002:** Prepare relevant Public Affairs Guidance for press conference on a given scenario
- 003:** Prepare a press kit for a news conference
- 004:** Prepare a military spokesman for a press conference
- 005:** Facilitate a news conference in the role of public affairs officer
- 006:** Conduct a news conference in the role of news conference briefer
- 007:** Debrief a news conference briefer following a news conference
- 008:** Conduct an after action assessment of a news conference

REFERENCE: On Deadline

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 4
SPEECH WRITING AND PUBLIC SPEAKING

TPFN: DINFOS-PAOQC 004

TERMINAL TRAINING OBJECTIVE (TTO): The instruction and training throughout this Functional Area provides the student with the basic knowledge and skills necessary to prepare and deliver public speeches. Upon completion of this Functional Area, a student will be able to write a speech; deliver a speech; and prepare a speech manuscript & biographical introduction for a military spokesperson.

TPFN: DINFOS-PAOQC 004-001-

UNIT TITLE: Speechwriting & Oratory

TPFN HOURS AND TYPE: 2 L; 2 IR; 5 PE; 6 EP

TPFN TOTAL HOURS: 15

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a topic and an audience, prepare and deliver an 8-10 minute speech that includes an opening, thesis/purpose statement, body, closing, and appropriate transitions.

TASKS:

- 001:** Identify the four (4) types of speech presentation
- 002:** Identify the five (5) purposes of a speech
- 003:** Assess the environment for a given speech setting
- 004:** Assess the audience for a given speech setting
- 005:** Write a speech opening
- 006:** Write a speech thesis/purpose statement
- 007:** Write a speech body
- 008:** Write a speech closing
- 009:** Write speech transitions between an opening and body, between key points, and between the body and closing
- 010:** Apply the nine (9) rhetorical techniques within a speech
- 011:** Utilize the five (5) elements of an effective presentation to deliver an 8-10 minute speech

REFERENCE: Elements of Speechwriting & Public Speaking, pp. 117-126

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 4
SPEECH WRITING AND PUBLIC SPEAKING

TPFN: DINFOS-PAOQC 004-002-

UNIT TITLE: Manuscript & Biographical Introduction Preparation

TPFN HOURS AND TYPE: 1 L; 1 IR; 1 PE; 3 EP

TPFN TOTAL HOURS: 6

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a topic, prepare a properly formatted 8-10 minute word-for-word speech manuscript for a senior military official that includes a biographical introduction, opening, thesis/purpose statement, body, closing, and appropriate transitions.

TASKS:

- 001:** Prepare an 8-10 minute word-for-word speech manuscript using proper margins
- 002:** Prepare an 8-10 minute word-for-word speech manuscript using proper spacing
- 003:** Prepare an 8-10 minute word-for-word speech manuscript that includes delivery cues
- 004:** Prepare an 8-10 minute word-for-word speech manuscript that includes proper formatting of dates, numbers, acronyms and abbreviations
- 005:** Prepare a word-for-word speech manuscript that includes a biographical introduction of the intended orator
- 006:** Deliver an 8-10 minute speech from a prepared manuscript

REFERENCE: Elements of Speechwriting & Public Speaking.

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 5
SERVICE UNIQUE

TPFN: DINFOS-PAOQC 005-

TERMINAL TRAINING OBJECTIVE (TTO): The instruction and training throughout this Functional Area provides the student with a basic foundation of knowledge required to perform the duties of a US Military Public Affairs Officer within his or her respective service. Upon completion of this Functional Area, a student will understand and be able to identify the primary service-specific principles of military public affairs policy, procedures and governing directives (laws, publications, etc.); the student will be capable of developing strategic communications plans, determining appropriate guidelines for release of information and imagery, and assessing the potential news value of a given situation within his or her service; and the student will be capable of developing and recommending public affairs courses of action in the areas Media Relations, Community Relations, and Internal Information during peace time, operational training, and operational deployments specific to his or her service.

TPFN: DINFOS-PAOQC 005-001-

UNIT TITLE: Service Unique

TPFN HOURS AND TYPE: 13 L; 8 CS

TPFN TOTAL HOURS: 21

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given a series of service-unique public affairs assignments, complete the assignments to a minimum standard of 70% according to the grading criteria established by the service-unique instructor.

SUMMARY OF INSTRUCTION: Student Detachment personnel and various DINFOS staff of each separate Service will conduct Instruction within this FA. It will entail material that is specifically applicable only to a single military Service, and therefore, not appropriate for a Joint class environment.

TASKS:

- 001:** Identify and discuss current issues of particular importance to the respective students' service
- 002:** Attend and participate in a field trip to the Pentagon, conducting first-hand research in each respective student's service

REFERENCES: Service Manuals, Directives, etc.

INSTRUCTOR/STUDENT RATIO: Varies

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 6
FINAL PRACTICAL EXERCISE

TPFN: DINFOS-PAOQC 006

TERMINAL TRAINING OBJECTIVE (TTO): The purpose of the Final Practical Exercise is to evaluate the student's ability to draw from and apply the knowledge and skills gained through the initial five Functional Areas of the Public Affairs Officer Qualification Course under typical public affairs working conditions and situations.

TPFN: DINFOS-PAOQC 006-001-

UNIT TITLE: Final Practical Exercise (FPX)

TPFN HOURS AND TYPE: 1 L; 4 PE; 32 EP

TPFN TOTAL HOURS: 37

INTERMEDIATE TRAINING OBJECTIVE (ITO): Given an operational scenario and a series of public affairs scenarios, conduct assigned public affairs tasks to a minimum standard of 70% according to the PAOQC Grading Guide.

SUMMARY OF INSTRUCTION: Throughout the Final Practical Exercise, the student will be required to demonstrate competence as a Public Affairs Officer by doing the following:

- 001: Prepare a subject matter expert for a media interview
- 002: Monitor a subject matter expert media interview
- 003: Prepare a written response to a media query
- 004: Write a media release for a given scenario
- 005: Create a website to support military operations related to a given operational scenario
- 006: Maintain a website to support a given operational scenario
- 007: Write a Public Affairs Annex F to support a given operation plan
- 008: Write Public Affairs Guidance to support a given operation plan
- 009: Prepare and deliver a summary brief of public affairs daily operations
- 010: Prepare for and conduct a press briefing to address a series of given scenarios
- 011: Prepare for and conduct a stand-up interview for television broadcast

REFERENCES:

1. National Military Strategy, 1999
2. DOD Directive 5040.5 Alteration of Official Imagery
3. DOD Directive 5230.9 Clearance of DOD Information for Public Release, 9Apr 96
4. DOD Instruction 5120.4 DOD Newspapers, Magazines, and Civilian Enterprise Newspapers
5. DOD Instruction 5405.3
6. DOD Imagery and Caption Style Guide
7. Joint Publication 1
8. Joint Publication 3-07

FUNCTIONAL AREA (FA) 6
FINAL PRACTICAL EXERCISE

9. Joint Publication 3-61
10. AP Stylebook 2002
11. Effective Public Relations
12. Elements of Speechwriting & Public Speaking
13. On Deadline
14. Military Justice 101
 - www.usmilitary.about.com/library/weekly/aa091100a.htm
 - Non-judicial punishment
 - Courts martial
15. MTTP for Joint Combat Camera Operations PAOQC Student Handbook
17. Unit Supplemental Reference Material

INSTRUCTOR/STUDENT RATIO: 3:16

SAFETY FACTORS: Normal

FUNCTIONAL AREA (FA) 7
COURSE ADMINISTRATION

FUNCTIONAL AREA 7
COURSE ADMINISTRATION

TPFN: DINFOS-PAOQC 007-001-

TERMINAL TRAINING OBJECTIVE (TTO): N/A

UNIT TITLE: Administration

TPFN HOURS AND TYPE: 13 AD

TPFN TOTAL HOURS: 13

INTERMEDIATE TRAINING OBJECTIVE (ITO): N/A

TASKS:

- 001:** In-process students IAW DINFOS Policy and Operating Procedures Manual (POPMAN)
- 002:** Course Overview and orient students IAW DINFOS Policy and Operating Procedures Manual (POPMAN)
- 003:** Administer English Diagnostic Test to students IAW DINFOS Policy and Operating Procedures Manual (POPMAN)
- 004:** Evaluate Course with students IAW DINFOS Policy and Operating Procedures Manual (POPMAN)
- 005:** Graduate students IAW DINFOS Policy and Operating Procedures Manual (POPMAN)
- 006:** Out-process students IAW DINFOS Policy and Operating Procedures Manual (POPMAN)

REFERENCES: DINFOS Policy and Operating Procedures Manual (POPMAN)

INSTRUCTOR/STUDENT RATIO: 1:48

SAFETY FACTORS: Normal